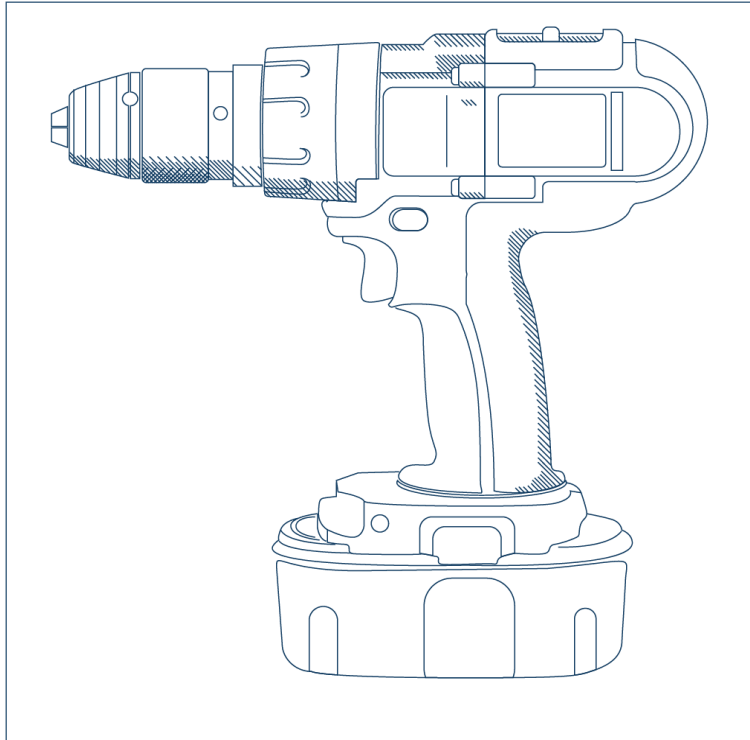


Concept Testing

Creative-Tech.org

Local is considering introducing a new power drill. The key features of this product are a Lithium Ion battery, anti-slip soft grip, 15-point clutch, and compact design.

Please share your feedback by filling in the questionnaire below.



How familiar are you with products from Local?

I use them on a regular basis

I use them occasionally

I've heard of some, but never use any

I've never heard of any

Please provide feedback on the following product attributes:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Affordable					
Dependable					
Easy to Use					
Essential					
Modern					
Popular					
Powerful					
Safe					

How interested would you be in owning this product?

Very Interested Interested Neutral Not Interested

If you owned this product, about how often do you think you would use it?

More than once a day Once a day Several times a week
Once a week Several times a month Once a month or less

How much would you expect to pay for this product?

What do you like most about this product?

What do you like least about this product?

Demographics

The following information is optional and is only collected for statistical purposes.

Income

Gender

Male Female